

## ABSTRACT OF THE DISCLOSURE

The present invention is to use a displaying screen of a cellular telephone as a digital advertising method to provide various kinds of advertisement data. Emergency information is included in the classified advertisements. The contents of advertisements include transferred advertising data as well as advertiser's inquiry telephone number, data, and web site address, which will be able to re-dial and access to the web site automatically and buy a product or service if wished. The digital advertising contents are stored in a memory installed in the cellular telephone. The stored advertisement contents are replayed on the screen of the cellular telephone by pushing predetermined function keys. The contents downloaded by a link from a web site are replayed not only on the screen of the cellular telephone, but also on home audio/video devices. An advertising agency registers the requested advertisement data from advertisers to a database in Central telephone exchange office, where advertisement data is edited and transmitted to a receiver when a request call is made.